

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A content distribution device for distributing a ~~content~~contents across a network, wherein each of the contents comprises a main content in which an advertisement is dependently included; the content comprises a content portion and an advertisement portion;

the content distribution device comprises:

means for storing the content, wherein each ~~the content~~ is correlated with a main content portion-indicator that indicates the main content comprised in the content, ~~portion~~-and an advertisement ~~portion~~-indicator that indicates the advertisement ~~portion~~included in the main content;

means for distributing the ~~content~~contents;

means for recording a distribution log at the time of execution of the distributing means, wherein the distribution log has the number of times each content is distributed and the distribution log has the main content is correlated with the content portion-indicator and the advertisement portion-indicator of the distributed contents; and

means for outputting information on each number of times of distribution of each main contents including the same showing which content portion of the content portions which are combined with the advertisement portion is effective for the advertisement by comparing number of distribution for combinations of the content portions and selecting the data from the distribution log based on the advertisement indicator, so that it can be judged which main content which includes the advertisement is effective for the advertisement by comparing the numbers of distribution contained in the output information~~the advertisement portion~~.

2. (Currently Amended) A computer executable program tangibly embodied on a ~~computer~~computer-readable medium for a content distribution device that distributes a ~~content~~contents across a network, wherein each of the ~~content~~contents comprises a main content portion and an advertisement portion in which an advertisement is dependently included;

the program is implemented in a computer and capable of causing the computer to:

store the content, wherein ~~the~~ each content is correlated with a main content portion indicator that indicates the ~~content~~ main content comprised in the content, ~~portion~~ and an advertisement ~~portion~~ indicator that indicates the advertisement ~~portion~~ included in the main content;

distribute the ~~content~~ contents;

record a distribution log at the time of execution of the distributing means, wherein the distribution log has the number of times each content is distributed and the distribution log has the main ~~is correlated with the content portion indicator and the advertisement portion indicator of the distributed contents~~; and

output information on each number of times of distribution of each main contents including showing which content portion of the content portions which are combined with the same advertisement portion is effective for the advertisement by selecting the data from the distribution log based on the advertisement indicator, so that it can be judged which main content which includes the advertisement is effective for the advertisement by comparing the numbers of distribution contained in the output information ~~comparing number of distribution for combinations of the content portions and the advertisement portion.~~

3. (Canceled)

4. (Currently Amended) A content distribution device for distributing a content across a network, wherein each of the content contents comprises a main content portion and in which an advertisement portion is dependently included;

a central processing unit (CPU) of the content distribution device is to execute the procedures of:

storing the content, wherein ~~the~~ each content is correlated with a main content portion indicator that indicates the main content portion comprised in the content, and an advertisement ~~portion~~ indicator that indicates the advertisement ~~portion~~ included in the main content;

distributing the ~~content~~ contents;

recording a distribution log at the time of execution of ~~the distributing the content~~ means, wherein the distribution log ~~is correlated with the content portion indicator and the advertisement portion indicator~~ has the number of times each content is distributed and the distribution log has the main content indicator and the advertisement indicator of the distributed contents; and

outputting information showing ~~which content portion of the content portions which are combined with the advertisement portion is effective for the advertisement by comparing number of distribution for combinations of the content portions and the advertisement portion~~ on each number of times of distribution of each main contents including the same advertisement by selecting the data from the distribution log based on the advertisement indicator, so that it can be judged which main content which includes the advertisement is effective for the advertisement by comparing the numbers of distribution contained in the output information.

5. (Currently Amended) A content distribution log recording device for recording a distribution log of a content distributed across a network, wherein each of the content contents comprises a main content portion and an advertisement portion and is correlated with a content portion indicator that indicates the content portion and an advertisement portion indicator that indicates the advertisement portion in which an advertisement is dependently included;

the content distribution log recording device comprises:

means for recording a distribution log at the time of execution of ~~the distributing the content~~ means, wherein the distribution log is ~~correlated with~~ has the main content portion indicator and the advertisement portion indicator of the distributed contents; and

means for outputting information ~~showing which content portion of the content portions which are combined with the advertisement portion is effective for the advertisement by comparing number of distribution for combinations of the content portions and the advertisement portion~~ on each number of times of distribution of each main contents including the same advertisement by selecting the data from the distribution log based on the advertisement indicator, so that it can be judged which main content which includes the advertisement is effective for the advertisement by comparing the numbers of distribution contained in the output information.

6. (Currently Amended) A computer executable program product tangibly embodied on a computer-readable medium for a content distribution log recording device that records a distribution log of a content distributed across a network, wherein ~~the content~~ each of the contents comprises a main content portion and an advertisement portion and is correlated with a content portion indicator that indicates the content portion and an advertisement portion indicator that indicates the advertisement portion comprises a main content in which an advertisement is dependently included;

the program is implemented in a computer and capable of causing the computer to:

record a distribution log at the time of execution of the distributing the content means, wherein the distribution log is correlated with the content portion indicator and the advertisement portion indicator has the number of times each content is distributed and the distribution log has the main content indicator and the advertisement indicator of the distributed contents; and;

output information showing which content portion of the content portions which are combined with the advertisement portion is effective for the advertisement by comparing number of distribution for combinations of the content portions and the advertisement portion on each numbers of distributed each main contents including same advertisement by selecting the data from the distribution log based on the advertisement indicator, so that it can be judged which main content which includes the advertisement is effective for the advertisement by comparing the numbers of distribution contained in the outputted information.

7-10. (Canceled)

11. (Currently Amended) A method for distributing a content by using a computer, wherein each of the contentseontent comprises a main content portion andin which an advertisement portion;is dependently included;
the method comprising the steps of:

storing a contentthe contents, wherein the each content is correlated with a main content portion-indicator that indicates the main content portion-comprised in the content, and an advertisement portion-indicator that indicates the advertisement portion; andincluded in the main content;

distributing the contents;

recording a distribution log at the time of execution of the distributing the content means, wherein the distribution log is correlated with the content portion indicator and the advertisement portion indicator has the number of times each content is distributed and the distribution log has the main content indicator and the advertisement indicator of the distributed contents; and

outputting information on each numbers of distributed each main contents including the same advertisement by selecting the data from the distribution log based on the advertisement indicator, so that it can be judged which main content which includes the advertisement is effective for the advertisement by comparing the numbers of distribution contained in the output information.

wherein said each step is carried out by the computer.

12-20. (Canceled)

21. (New) A content distribution device according to Claim 1, wherein said main content is a promotion video of artist's musical composition.

22. (New) A content distribution device according to Claim 21, wherein said promotion video comprises an image that the artist is enjoying a product or service to be advertised so that the advertisement is dependently included in the promotion video.

23. (New) A content distribution device for distributing contents across a network, wherein each of the contents comprises a main content in which an advertisement is dependently included; the content distribution device comprises:

means for storing the contents, wherein each the content is correlated with a main content indicator that indicates the main content comprised in the content, and an advertisement indicator that indicates the advertisement included in the main content;

means for distributing the contents;

means for recording a distribution log at the time of execution of the distributing means, wherein the distribution log has the number of times each content is distributed and the distribution log has the main content indicator and the advertisement indicator of the distributed contents; and

means for outputting information on each number of times of distribution of each advertisements included in the same main content by selecting the data from the distribution log based on the main content indicator.